



SRI AUROBINDO COLLEGE
UNIVERSITY OF DELHI



DEPARTMENT OF COMMERCE

ORGANIZES
A TWO-DAY NATIONAL SEMINAR
ON

EMERGING DIMENSIONS OF
INDIAN BUSINESS & ECONOMY: PACE & PATTERN

PUBLISHING
PARTNER



FEBRUARY 23RD-24TH, 2018

BEST PAPER AWARD

One paper in each technical session and one poster presentation will be selected to receive the "Best Paper & Poster Award" respectively.

REGISTRATION DETAILS

REGISTRATION FEE

- Student/Research Scholar - Rs.500
- Faculty - Rs.750
- Corporate Delegates - Rs.1500

*Registration is mandatory for all the authors / co-authors of an accepted paper.

MODE OF PAYMENT

In the form of Cheque/Demand Draft:
In favour of "Principal, Sri Aurobindo College", payable at Delhi may be sent at: The Principal, Sri Aurobindo College, Malviya Nagar, New Delhi - 110017,

OR

By NEFT / RTGS as per the details:
Account Holder Name : Sri Aurobindo College Day Boys, Account Number: 8462101000020, Branch: Sri Aurobindo College, Malviya Nagar, IFSC Code: CNRB0008462

REGISTRATION FORM

The form can be downloaded from the college website. Scanned copy of the filled form along with the proof of payment has to be sent at: aurobindoseminar2018@gmail.com

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ABOUT THE SEMINAR

India as an emerging economy possessing tremendous growth potential has captured the attention of the global corporations eager to tap into markets with a huge customer base. As the global centre for economic activity is shifting to Asia, India is being looked upon as an important destination by investors all over the world. According to the World Bank's latest edition of Global Economic Prospects, India has a projected growth rate of 7.2% in 2017 as against global projected growth of 2.7%. In the last two years, India's rate of GDP growth has been meteoric. The attention that Indian economy has gained lately can be attributed in part to the changing internal and external dynamics. Government is making all-out efforts to lift up the Indian economy and making it more competitive than it has ever been. Several new initiatives have been taken up to promote Indian business firms and entrepreneurs and thereby gear up the process of globalized growth in the Indian economy.

TECHNICAL SESSIONS

- Session 1: India on the Global Map
- Session 2: Review of Government Policy Initiatives
- Session 3: Marketing in Modern Organizations: Issues and Developments
- Session 4: Entrepreneurship: Risk and Rewards

SUBMISSION DETAILS

Abstracts and full-length research papers are to be submitted electronically at the following email address:

papersubmission.aurobindo2018@gmail.com

Last date for Abstract Submission:

10th January 2018

Last date for Full Paper Submission:

25th January 2018

SUB THEMES

The Sub themes for the Seminar include, but are not limited to the following:

- Emerging Market Multinationals - New players on the block
- International Production Networks - Implications for India
- India and its changing bilateral relations
- India and the Trade Blocks - Way Forward
- Currency Contagion in Emerging Economies
- Has the Game Changed? Global financial Linkages of India
- Booms and Busts in Indian financial markets: The Role of External Factors
- Demonetization: Retrospect and Prospects
- GST: Implementation and Implications
- Digitizing India: The road to digital transformation
- Economic impact of Swachh Bharat Abhiyan
- Swayam India: Digitalizing education
- Digital marketing
- Key issues in modern marketing
- Recent trends and practices in marketing
- Entrepreneurship - From Job Seeker to Job Creator
- Entrepreneurial Education - A New Way to Success
- Technopreneurship - Actualization/Realization of Digital India
- Netpreneurship - Online Retailing
- Entrepreneurship - Innovation and Rural Development
- Social Entrepreneurship - Need of the Hour
- Ecopreneurship - Hidden Path of Sustainable Development

GUIDELINES FOR AUTHORS

- **Title page:** The title page of the article must consist of title, author(s) name(s), designation(s), affiliation(s), phone number (s) and email id(s).
- **Abstract:** Abstract should not be of more than 200 words and should include the title, objectives, methodology and findings/results.
- **Manuscript:** Word Limit - 6000 words, Font type - Times New Roman, Font Size - 12, Spacing - 1.5, Alignment- Justified, Page Margin- 2.
- **Figures and Tables:** Please ensure the figures and the tables included in the single file are placed next to the relevant text in the manuscript.
- **Referencing style:** Citations in the text should follow the referencing style used by the American Psychological Association (APA).
- **Originality:** Submitted paper must be the original work of the author(s) and should neither have been previously published nor currently under consideration for publication elsewhere.
- **Single paper:** Only one paper will be entertained per author(s).

PUBLICATIONS

Selected papers will be published in any one of the following UGC approved journals published by Journal Press India.

- **MANTHAN:** Journal of Commerce and Management (ISSN: 2347-4440)
- **PRAGATI:** Journal of Indian Economy (ISSN: 2347-4432)
- **FOCUS:** Journal of International Business (ISSN: 2347-4459)
- **MUDRA:** Journal of Finance and Accounting (ISSN: 2347-4467)
- **VISION:** Journal of Indian Taxation (ISSN: 2347-4475)

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(University of Delhi)
Malviya Nagar, New Delhi-110017

DELEGATE REGISTRATION FORM
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(February 23rd – 24th, 2018)

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Name _____ College/Deptt/Organisation _____

Phone No. _____ E-mail _____

Title of the paper _____

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